



Official Logo Art & Style Guide University of Missouri - Saint Louis

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Primary Mark: UMSL Trident

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Primary Mark: UMSL Trident

4-Color Process Logo

Filename: UMSL_PrimaryMark

UMSL Red
Pantone • 1807 C

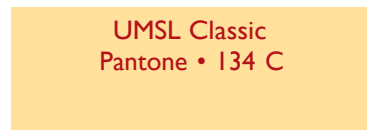
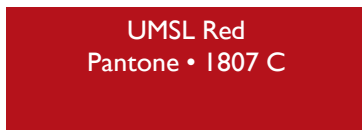
UMSL Yellow
Pantone • 124 C

UMSL Classic
Pantone • 134 C



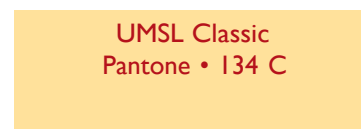
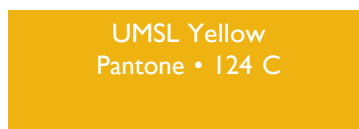
4-Color Process Logo:
White, Black, Gold, & Red Backgrounds

Filename:
1 - 4 : UMSL_PrimaryMark



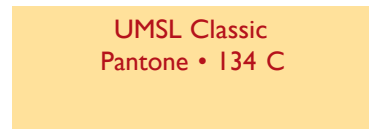
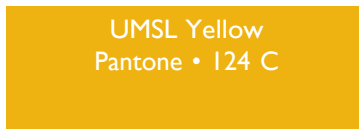


Primary Mark: UMSL Alternate
4-Color Process Logo



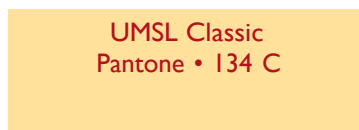


4-Color Process Logo:
White, Black, Gold, & Red Backgrounds





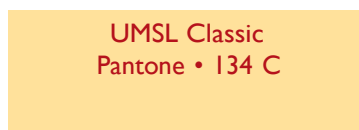
2-Color Process Logo
Filename: UMSL_PrimaryMark_2C





2-Color Process Logo:
White, Black, Gold, & Red Backgrounds

Filename:
1 - 4 : UMSL_PrimaryMark_2C





Grayscale Logo
Filename: UMSL_PrimaryMark_Gray



Grayscale Logo:
White, Black, Gold, & Red Backgrounds

Filenames:
1 - 4 : UMSL_PrimaryMark_Gray



Black and White Logo
Filename: UMSL_PrimaryMark_BW



Black and White Logo:
White, Black, Gold, & Red Backgrounds

Filenames:

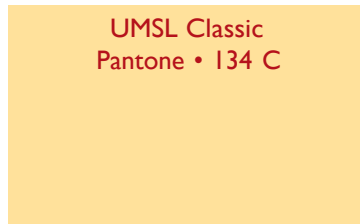
- 1 : UMSL_PrimaryMark_BW
- 2 : UMSL_PrimaryMark_BW_BlackBG
- 3 : UMSL_PrimaryMark_BW
- 4 : UMSL_PrimaryMark_BW_RedBG



Secondary Mark: UMSL Tritons

4-Color Process Logo

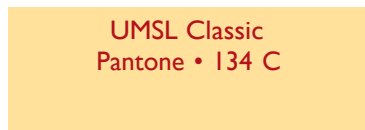
Filename: UMSL_SecondaryMark





4-Color Process Logo:
White, Black, Gold, & Red Backgrounds

Filename:
1 - 4 : UMSL_SecondaryMark





2-Color Process Logo

Filename: UMSL_SecondaryMark_2C

UMSL Red
Pantone • 1807 C

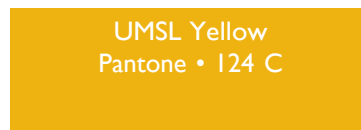
UMSL Yellow
Pantone • 124 C



2-Color Process Logo: White, Black, Gold, & Red Backgrounds

Filenames:

- 1 : UMSL_SecondaryMark_2C
- 2 : UMSL_SecondaryMark_2C_BlackBG
- 3 : UMSL_SecondaryMark_2C
- 4 : UMSL_SecondaryMark_2C_RedBG





Grayscale Logo
Filename: UMSL_SecondaryMark_Gray



Grayscale Logo:
White, Black, Gold, & Red Backgrounds

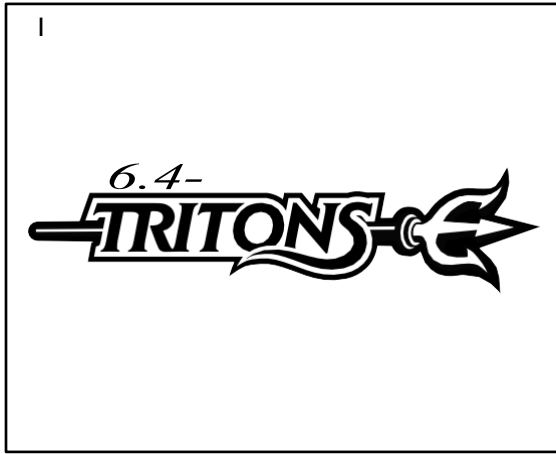
Filenames:

- 1 : UMSL_SecondaryMark_Gray
- 2 : UMSL_SecondaryMark_Gray_BlackBG
- 3 : UMSL_SecondaryMark_Gray
- 4 : UMSL_SecondaryMark_Gray_RedBG



Black and White Logo

Filename: UMSL_SecondaryMark_BW



Black and White Logo:
White, Black, Gold, & Red Backgrounds

Filenames:

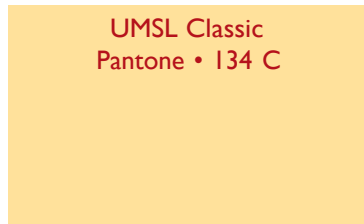
- 1 : UMSL_SecondaryMark_BW
- 2 : UMSL_SecondaryMark_BW_BlackBG
- 3 : UMSL_SecondaryMark_BW
- 4 : UMSL_SecondaryMark_BW_RedBG



Tertiary Mark: UMSL Diagonal

4-Color Process Logo

Filename: UMSL_TertiaryMark

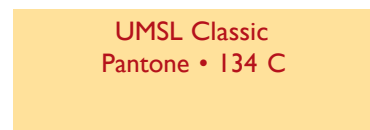
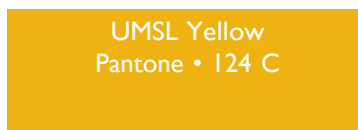




4-Color Process Logo: White, Black, Gold, & Red Backgrounds

Filenames:

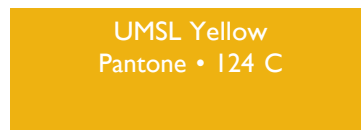
- 1: UMSL_TertiaryMark
- 2: UMSL_TertiaryMark_BlackBG
- 3: UMSL_TertiaryMark
- 4: UMSL_TertiaryMark_RedBG





2-Color Process Logo

Filename: UMSL_TertiaryMark_2C

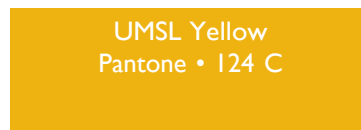




2-Color Process Logo:
White, Black, Gold, & Red Backgrounds

Filenames:

- 1 : UMSL_TertiaryMark_2C
- 2 : UMSL_TertiaryMark_2C_BlackBG
- 3 : UMSL_TertiaryMark_2C
- 4 : UMSL_TertiaryMark_2C_RedBG





Grayscale Logo
Filename: UMSL_TertiaryMark_Gray



Grayscale Logo:
White, Black, Gold, & Red Backgrounds

Filenames:

- 1 : UMSL_TertiaryMark_Gray
- 2 : UMSL_TertiaryMark_Gray_BlackBG
- 3 : UMSL_TertiaryMark_Gray
- 4 : UMSL_TertiaryMark_Gray_RedBG



Black and White Logo

Filename: UMSL_TertiaryMark_BW



Black and White Logo:
White, Black, Gold, & Red Backgrounds

Filenames:

- 1 : UMSL_TertiaryMark_BW
- 2 : UMSL_TertiaryMark_BW_DarkBG
- 3 : UMSL_TertiaryMark_BW
- 4 : UMSL_TertiaryMark_BW_DarkBG



Sports Specific Marks

4-Color Process Logo

Filename: UMSL_Volleyball

UMSL Red
Pantone • 1807 C

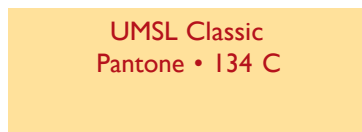
UMSL Yellow
Pantone • 124 C

UMSL Classic
Pantone • 134 C



4-Color Process Logo: Variants

Filename(s): UMSL_NameOfSport [e.g. UMSL_Baseball]





2-Color Process Logo

Filename: UMSL_Basketball_2C

UMSL Red
Pantone • 1807 C

UMSL Classic
Pantone • 134 C



BASEBALL



BASKETBALL



GOLF



SOCCER



SOFTBALL



TENNIS



VOLLEYBALL



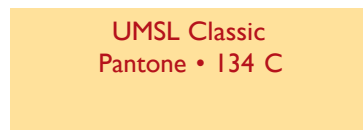
ATHLETICS



TRITON CLUB

2-Color Process Logo: Variants

Filename(s): UMSL_NameOfSport_2C [e.g. UMSL_Baseball_2C]





Grayscale Logo
Filename: UMSL_Baseball_Gray



BASEBALL



BASKETBALL



GOLF



SOCCER



SOFTBALL



TENNIS



VOLLEYBALL



ATHLETICS



TRITON CLUB

**Grayscale Logo:
Variants**

Filename(s): UMSL_NameOfSport_Gray [e.g. UMSL_Baseball_Gray]



Black and White Logo

Filename: UMSL_TritonClub_BW



**Black and White Logo:
Variants**

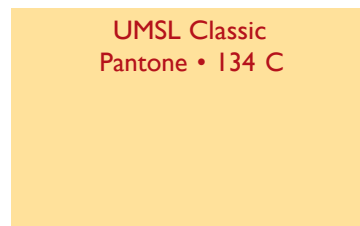
Filename(s): UMSL_NameOfSport_BW [e.g. UMSL_Baseball_BW]

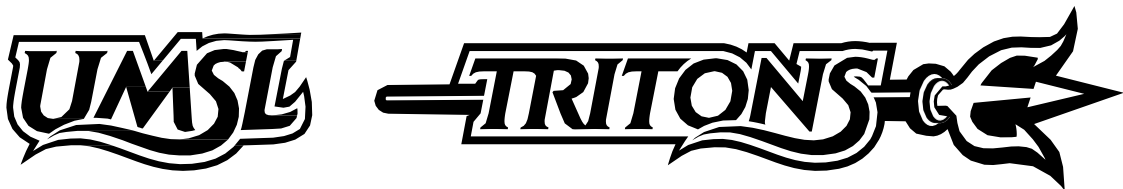


Alternative Marks

4-Color Process Tritons Logo

Filename: Tritons

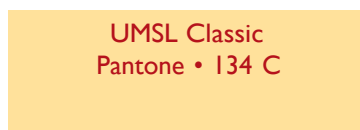
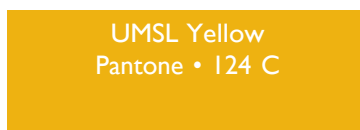




Alternates:

4-Color, 2-Color, Black and White

Files Located in Alternates Folder

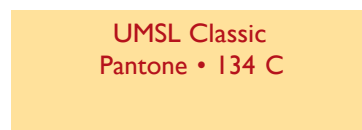




Alternates:

4-Color, 2-Color, Grayscale

Files Located in Alternates Folder



Primary Type Face

Barmeno:

Regular, Medium, Bold, Bold Oblique

Barmeno

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Barmeno Medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Barmeno Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Barmeno Bold Skewed 10°

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890